



North Carolina Department of Health and Human Services
OFFICE OF ECONOMIC OPPORTUNITY

Beverly Eaves Perdue, Governor
Lanier M. Cansler, Secretary

Verna P. Best, Director

MEMORANDUM

TO: Executive Directors

FROM: Verna P. Best

RE: 2010 Census

DATE: February 25, 2010

The North Carolina Department of Health & Human Services and each of the agencies within the Office of Economic Opportunity's network strives to improve the lives and welfare of people in North Carolina. Many of those we serve are experiencing hardships related to economic status, language fluency, disabilities, homelessness or other barriers to economic independence. We are asking you to join us in actively supporting the 2010 Census as another effort to improve the quality of life for North Carolinians and to ensure that even the hardest to count can be accurately represented.

The 2010 Census Day is April 1, 2010 and we must help to ensure that every North Carolinian is counted. This is an important civic and constitutionally mandated event that will shape our future over the course of the next decade.

Why is the Census Important?

Every year, the federal government distributes more than \$400 billion to state, local and tribal governments based on Census data. Accurate Census data helps determine funding for:

- Services to the elderly
- Funding for schools (Head Start, school lunch programs)
- Student loans, adult education programs, job training, minority programs
- Public Health
- Public transportation and infrastructure
- Housing affordability and more

North Carolina will lose approximately \$15,000 per person **not counted** over the next 10 years.

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222 North Person Street
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There are a number of communities within North Carolina that are, according to the federal Census Bureau, traditionally undercounted. These undercounted communities include Hispanics, African Americans (18-35), low-income persons, persons experiencing homelessness and persons living in rural areas. Properly counting these groups will provide additional representation and resources for those communities and the state. The importance of the Census cannot be understated. An under count of as little as 1.1% or 100,000 of the 9 million plus state residents translates to a loss of \$1 billion dollars in federal revenue over the next ten years and even more in state funds distribution to the areas you serve.

This Census is easy, important and secure.

- It is **easy** because the form is only 10 questions and takes 10 minutes.
- It is **important** because the data gathered is used for funding allocations, congressional representation and redistricting.
- It is **secure** and confidential because the Census Bureau cannot share individual, personally identifiable responses with anyone.

Why should you get involved?

It's important that you get involved with Census promotion because the services aforementioned directly impact Community Service Block Grant funding as well as Weatherization, Head Start, HUD Section 8 and other funding sources your agency and community heavily rely upon. The 2010 Census data will be used to set allocation amounts.

How you can help?

Your community could lose crucial funding if everyone is not counted. Please contact the North Carolina Complete Count Committee so that you can participate in their outreach efforts. The Committee will reach out to all residents of the state through community, faith-based, ethnic, business, education, and governmental organizations to encourage everyone to complete and return their 2010 Census questionnaire.

There are local employment opportunities with the Census. Please call 1-866-861-2010 for more information and to become a Census outreach worker. The chart below is a listing of the Local Census offices and the starting rate for Census takers. Census workers are available to answer Census specific questions as well as address concerns you may have about the Census and/or getting specific groups counted in your service areas. Note that your service area may be covered by more than one Local Census Office.

Location	Phone Number	Address	Counties Covered
Asheboro	336-308-3450	1001 South Fayetteville Street, Asheboro, NC 27203	Chatham, Davidson, Davie, Lee, Randolph Census takers start at: \$13.50/hour
Asheville	828-239-1130	128 Bingham Road Suite 600, Asheville, NC 28806	Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, Swain, Transylvania Census takers start at: \$11.50/hour
Boone	828-832-5900	148 Highway 105 Extension, Ste. 105, Boone, NC 28607	Ashe, Avery, Burke, Caldwell, McDowell, Mitchell, Watauga, Yancey Census takers start at: \$11.50/hour
Charlotte	704-644-6200	8702 Red Oak Blvd. Suite G, Charlotte, NC	Mecklenburg Census takers start at: \$18.25/hour

Location	Phone Number	Address	Counties Covered
Concord	704-886-5820	280 Executive Park Drive, Ste. 160, Concord, NC 28025	Anson, Cabarrus, Montgomery, Rowan, Stanly, Union Census takers start at: \$15.25/hour
Durham	919-328-1310	201 West Main Street, Ste. 201, Durham, NC 27701-3228	Durham, Franklin, Granville, Orange, Person, Vance, Warren Census takers start at: \$16.25/hour
Fayetteville	910-221-6270	3611 Ramsey Street Suite B, Fayetteville, NC 28311	Cumberland, Duplin, Harnett, Hoke, Johnston, Moore, Richmond, Sampson, Scotland Census takers start at: \$13.50/hour
Gastonia	704-691-6000	2420 North Chester Street, Gastonia, NC 28052	Cleveland, Gaston, Lincoln, Polk, Rutherford Census takers start at: \$15.25/hour
Greensboro	336-517-3130	415 N. Edgeworth St Suite 175, Greensboro, NC 27401	Alamance, Caswell, Guilford Census takers start at: \$13.50/hour
Greenville	252-493-7020	617 Red Banks Road, Greenville, NC 27858	Beaufort, Carteret, Craven, Greene, Hyde, Jones, Lenoir, Onslow, Pamlico, Pitt Census takers start at: \$11.00/hour
Hickory	828-270-3782	1273 16th Street NE, Hickory, NC 28601	Alexander, Alleghany, Catawba, Iredell, Surry, Wilkes, Yadkin Census takers start at: \$11.50/hour
Raleigh	919-866-3700	2605 Atlantic Avenue, Raleigh, NC 27604	Wake Census takers start at: \$16.25/hour
Rocky Mount	252-544-9060	130 S. Fairview Road, Rocky Mount, 27801	Bertie, Camden, Chowan, Currituck, Edgecombe, Gates, Halifax, Hertford, Martin, Nash, Northampton, Pasquotank, Perquimans, Tyrrell, Washington, Wayne, Wilson Census takers start at: \$11.00/hour
Wilmington	910-442-4600	3147 S. 17th Street, Ste. 101, Wilmington, NC 28412	Bladen, Brunswick, Columbus, New Hanover, Pender, Robeson Census takers start at: \$11.50/hour
Winston-Salem	336-499-2210	450 West Hanes Mill Road, Ste. 105, Winston-Salem, NC 27105-9667	Forsyth, Rockingham, Stokes Census takers start at: \$13.50/hour

Here are some important dates to remember as we approach Census Day:

- **March 29-31, 2010:** Census workers will visit homeless service providers (shelters, transitional housing programs, soup kitchens, streets) to count persons experiencing homelessness.
- **March – April 2010:** Census forms are available at *Be Counted* sites and *Questionnaire Assistance Centers* for those individuals who may be experiencing homelessness and did not get counted during March 29-31. Visit www.2010census.nc.gov to locate the *Be Counted* sites and *QAC's*.
- **April 1, 2010:** Census Day

Visit www.2010census.nc.gov or 2010census.gov to learn more.

Thank you in advance for your time and attention to this important matter.